



CANBERRA AND REGION HERITAGE FESTIVAL

Branding kit for event organisers

Environment, Planning and
Sustainable Development
Directorate

February 2019

CANBERRA AND REGION HERITAGE FESTIVAL BRANDING KIT

So you have decided to host an event as part of the 2019 Canberra and Region Heritage Festival. Now what?

Our team is looking forward to working with you to make this year's Festival a special event. The Festival's promotional campaign will kick-start when the website program is made live on **13 March 2019**.

The campaign will seek to promote the Festival program to the widest possible audience, and you can help too.

This guide contains a suite of promotional materials and key tips that can help you to spread the word about your event.

KEY RESOURCES

Head to the Heritage Festival website at www.act.gov.au/heritagefestival and download a range of resources to help you promote your event, including:

Posters

Use our blank poster template and put your event details up all over town.

Eventbrite banner

Get our Eventbrite banner to make your event pop.

Email signature

Send our email signature to share the Festival details with your contacts.

Social media pack

Use our social media tiles and banners to promote your event on Facebook, Twitter and Instagram.

Event kit 'arrow' signs

Print these signs to help your audience find your event.

Event kit 'toilet' signs

Print these signs to help you audience locate the nearest toilets at your event.

Event kit 'tour starts here' signs

If you are hosting a tour, print these signs to let your audience know they are in the right place.

Festival logo

The ACT Government and Heritage Festival logos can also be made available to include on your own promotional content. If you decide to create your own materials (e.g. social media tiles, media releases, posters, flyers) you must include our logo and provide a link to the Heritage Festival website (www.act.gov.au/heritagefestival). To highlight the Heritage Festival's involvement with your event, the words, '**Supported by**' must be used alongside the logos.

All content must be cleared by the Environment, Planning and Sustainable Development Directorate prior to the logo being provided.

To request a logo for use and to clear your draft content please contact EPSDDComms@act.gov.au

PROMOTION TIPS AND TRICKS

Leading up to your event:

Heritage Festival website

The Heritage Festival website is an important way in which we provide information on your event. All promotion for the Festival will direct attendees to this site (including yours). For this reason it is important that information concerning your event is correct and that you notify us immediately if your event is cancelled, booked out or details have changed.

The Heritage Festival program will be made live on our website on 13 March 2019. To ensure the best possible experience for attendees it is important that you **do not take bookings for your event before the Festival program is live.**

Generate interest with social media

Social media is a great way to engage with your audience and promote your event. However it is important to craft your content carefully.

The most engaging Facebook, Twitter and Instagram posts use strong visuals. [Use our social media pack](#) or choose photos/videos that make your event stand out. If you've had past events, why not use photos of attendees having a great time?

Try to keep your text short and sweet and write something that will grab attention.

Use hashtags including **#HeritageFest19** to allow new audiences to find your content.

Remember to tag us in your posts so that we can like/share your content!

Facebook: **@EnvironPlan**

Twitter: **@EnvironPlan**

Make an Eventbrite page

Eventbrite is a free and easy to use platform that can allow you to provide event information, sell tickets and communicate with attendees. It can also create a print-ready attendee register and has options to include a waiting list for when your event proves to be too popular!

A [Heritage Festival Eventbrite header image](#) is available for you to use if required.

Create a Facebook event

Facebook events are a great way to generate interest, register bookings, provide key event details and quickly update attendees on any changes to your event.

When creating a Facebook event craft a compelling event description, be specific about event details (location, time and category) and choose an engaging banner (or use ours!). If you are using Eventbrite, you can also sell tickets directly through your Facebook event by linking your account.

Remember to also make us (@EnvironPlan) a partner for your event. This will expand your reach to new followers and allow people to find other Heritage Festival events.

Don't know how to set up a Facebook event? Check out this [Facebook tutorial](#).

Create a poster

This year we have created two Heritage Festival poster templates to help you to promote your event. To use, complete the fields in the templates provided, print and put up across Canberra.

The two poster templates include:

- A3 event poster – template which provides space to promote basic events details (date, time, locations, link to further info etc.). This poster can also be printed at A4.
- A3 blank poster with decorative frame – When printed at A3 size the poster includes a decorative frame and blank A4 sized area for you to place your own content (e.g. event details, images).

When using the blank poster and creating your own content consider:

- Your audience
- Font type (suggested fonts include Arial, Calibri and Times New Roman)
- Font size – consider where you will be placing your poster and what is comfortable for your audience to read (e.g. factors could include distance from poster and lighting)
- Contrast between text and background (e.g. yellow font on white background is difficult to read)
- Decorative elements – use high quality images and graphics.

Spark media interest

The Heritage Festival generates positive stories every year. We will be working over the Festival period to generate media interest in events and may request that you be interviewed (not mandatory).

If you are contacted by a journalist to talk about your event, please let us know and be sure to mention the Festival.

During the event

Take photos during your event

Photos from your event can be shared in real time on your social media. If you are hosting multiple events, sharing photos from an earlier event can be a good way of promoting.

Photo tips:

- Make sure your camera settings are set to a high resolution
- Consider portrait and landscape depending on subject matter
- Consider composition
- Consider lighting
- Ensure that you obtain consent from people who feature in your images.

If you plan to join us again for a future Heritage Festival, photos of your events can be valuable promotional resources.

Please note: by sharing you photos with us you agree that you have received consent from people featured in the photos to be used for Festival promotion.

Heritage Festival flags

We have a limited number of branded Heritage Festival flags available for event organisers to use. Festival flags are a great way to help attendees find your event and further helps promote the Festival brand.

If you wish to use a flag for your event, please contact EPSDDComms@act.gov.au

After the event

Thank your attendees

If you have a Facebook event page or email distribution list, remember to thank attendees for coming along after an event. This is a great way of showing gratitude for attendee interest. Further, if you share images on a Facebook event it is a good way of showing people who did not make it what they were missing out on. They may come to your next event.

GET IN TOUCH

If you have any questions about this guide or need to update your event details, please contact:

EPSDD Communications

EPSDDComms@act.gov.au

OR

Festival Coordinator, Linda Roberts

Linda.Roberts@act.gov.au



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